

APPENDIX N : STAGE 3 MARKET SURVEY

In-Vehicle Emergency Response Device Market Survey

Please answer the following two pages of questions for a market study of in-vehicle emergency response devices. All responses are confidential. Thank you for completing this survey!

I. Awareness and Comprehension:

a. Have you ever heard of an in-vehicle emergency response device?

yes no I think so I cannot recall

b. Do you have some idea of what an in-vehicle emergency response device is?

no [go to section II] yes [go to 1c]

c. Please describe what you understand an in-vehicle emergency response device to be.

II. What we mean by an IN-VEHICLE EMERGENCY RESPONSE DEVICE :

An in-vehicle emergency response device is equipment that is installed in your vehicle.

The device would permit you to communicate directly with a service center in the event that you were in some kind of emergency situation. The device would send a message to the response center which would include your precise location and category of need. Then your request would be confirmed and the service center would either dispatch roadside assistance or provide you with information that would help you resolve the emergency.

a. In the past year did you experience any of the following [check if yes]

___an accident requiring roadside assistance

___a crime directed at your vehicle or at you while you were in your vehicle

___vehicle breakdown

___lost and needed directions

b. How strong is your need to have some kind of emergency in-vehicle response device?

very strong strong neutral weak very weak

c. At present there are regulations requiring cars to be equipped with pollution control devices. Would you favor a similar regulation requiring cars to be equipped with some kind of emergency response device?

absolutely probably hard to say probably not certainly not

III. Use of vehicle:

- a. estimate miles per year you drive _____
- b. do you use your car to commute to work ? yes no
- c. on average how many days per week do you drive to work ? _____
- d. did you drive anywhere last weekend? yes no
if yes, approximately how many miles did you drive ? _____

IV. Demographics:

- a. Do you have a cellular phone? yes no
if no, are you thinking of getting one? yes no
- b. **Do** you have a pager? yes no
if no, are you thinking of getting one? yes no
- c. What is the model and year of your car ? _____ _____
- d. (Optional) What is your highest level of education? _____
when was degree earned? _____

Thank you very much for participating in this survey!